

FUNDINGS

Individual supporters are the foundation for all of STOREFRONT's programs. Without the ideas, critical feedback, program participation, helping hands, and financial assistance which so many of you have generously provided in the past, STOREFRONT would never have survived to begin this, our ninth year of exhibitions, discussions, special projects and publications. So, once again, we thank you, and urge you not to take STOREFRONT's existence for granted.

INDIVIDUAL CONTRIBUTION FORM

I would like to make a of \$_____ to STOREFRONT. The contribution is tax deductible to the full extent of the law, and the check should be made payable to STOREFRONT FOR ART AND ARCHITECTURE.

CONTRIBUTOR	\$30 or more	SPONSOR	\$250 or more
DONOR	\$50 or more	PATRON	\$500 or more
SUSTAINER	\$100 or more	BENEFACTOR	\$1000 or more

Name _____
Street _____
City _____ State _____ Zipcode _____

STAFF

Kyong Park: Founder/Director
Shirin Neshat: Co-Director
Jane Dodds: Co-Director
Stephen Korns: Disc. Program Director
David Hanawalt: Graphic Design
Howard F. Seligman: Treasurer
Raul Bustos: Installation Assistant
Sung Joo: Installation Assistant

BOARD OF DIRECTORS

Clifton Balch
Mojdeh Baratloo
Elizabeth Diller
Dennis L. Dollens
David Hammons
Bull Kavelman
Richard Plunz
Lucio Pozzi

BOARD OF ADVISORS

Kent Barwick
Peter Cook
Chris Dercon
Richard Haas
Toyo Ito
Nam June Paik
Michael Sorkin
James Wines

ANNUAL INDIVIDUAL SUPPORTS

CONTRIBUTORS (\$30 or more):

Todd Ayoung, Roger Beeston, Robert Beyer, Eric Breitbart, Danuté J. Bruzas, In-Souk Cho, Sherman Clarke, Jeff and Cynthia Cox, Joseph A. De Pace, Barbara Ess, Karen Fairbanks, Wendy FeueR, Clark Fidella, May Gardner, Cindy Preston & Jim Goss, Reinaldo P. Gutierrez, Lawrence M. Guterman, David Hanawalt, Donald Harvey, Teh Ching Hsieh, Marshall Hyde, Huzela Irfani, Jonathan Kirk, Daniel A. Kocieniewski, Carin Kyoni, Won Kyu, Armond LeGardeur, Wayne A. Linker, Lucy Lippard, Charles F. Lowrey, Elizabeth Martin, James McCormack, Amy B. Miller, Joan Mitchell, Mouse King Foundation, Chris Neville, Keisuke Oki, Linda Pollak, Dagmar Richter, Howard Rosenthal, Jefferson Schierbeek, Michael W. Smith, Barbara D. Stabin, Wood + Design

DONORS (\$50 or more):

Ashok Bhavnani, Susan Chorpennig, Janis Hall, Peter Lund Jensen, Mary Miss, Wendy + Mike Nadler, Max Protech, Christopher Scholz, Daniel Schmitt, Harry R. Simino, Doris Vila, Dennis Adams and Jody R. Walker, Paul Warchol, Michael Manfredi and Marion Weiss, Henry Zemel

SUSTAINERS (\$100 or more):

Olga + John Balch, Michele Bertomen, Howard M. Cohn, Curtis Cravens, Maria Del Rio, Dirk Denison, Ellerbe Becket, Inc., Marc Freidus, Gifford Foundation, Leslie Gill, Henry Smith-Miller + Hawkinson Architects, Louise Hoffman, Craig S. Konyk and Matilda McQuaid, Harold Rivkin, Studio Partnership Architects, Franco Marinal and Anna Thorsdottir

SPONSORS (\$250 or more):

Richard Haas, Louis Muller, Gilbert P. Schafer, III

PATRONS (\$500 or more):

Yaron Hecker, Eytan Kaufman

BENEFACTORS (\$1,000 or more):

Philip Johnson

FOUNDATIONS

The LEF Foundation
Graham Foundation for Advanced Studies in the Fine Arts
OSG Foundation
The Reed Foundation, Inc.
The Andy Warhol Foundation for the Visual Arts, Inc.

UPCOMING EXHIBITIONS

Empty Pedestals Project

Conceived by Marc Blane

March 26-April 20, 1991

The Empty Pedestals Project is an experimental forum to examine art in the urban environment of the late twentieth century. The project will focus on what might be called predesignated public art sites, that term referring to a space that to date has not been erased. Four of these sites in New York City will serve as the basis for new proposals by artists and architects. These are: The Crotona Park Fountain in the Bronx; the Grieg Bust in Prospect Park, Brooklyn; the Discus Thrower on Randall's Island, and the Jacob Schiff Fountain on the Lower East Side of Manhattan. Participants include:

Ron Baron, Karen Bermann + Jeanine Centuori, Paul Castrucci, Carl Chu, Curtis Cravens, Caleb Crawford, Sandy Gellis, Jesse Good, Steve Greene, Sheila Klein, Stephen Korns, Michael Lalicki, Paul Landon, Linda Lindroth + Craig Newick, Nicki Logis, Peter Lynch, Mike Metz, Carolyn Moskowitz, Gary Paige, Dan Peterman, Joe Pomar, Charles Renfro + Ann Nixon, Chris Scholz, Peter Sebok.

THE STATE OF HEAVEN

by Mel Chin

June 5-July 20, 1991

will directly address the severe nature of ozone depletion. The project will take the form of an immense hand-knotted carpet, the pattern corresponding to computer global cloud model. The carpet will "float" in a tent/harness and undergo a continual state of programmed destruction.

PUBLICATION

NEW

Front #4 *Reports of Explorations and Surveys of the Thirty Fifth Parallel*

A Project by Dan Hoffman 21 pp. 19 illustrations. \$10 paper.

Front #3 *Project DMZ*

Theoretical proposals by international architects and artists for events, strategies, designs, objects and ideas to provoke the elimination of the DMZ and the reunification of North and South Korea. With essays by Frederick Ted Castle, Ken Saylor and Kyong Park. 64 pp. 60 illustrations. \$8 paper.

Front #2 *BUILDING PROJECTS* by Macdonald & Salter

Recent projects by the London-based architects, which express an explosive yet sensitive marriage between industrial machinery and anthropomorphic forms. Introduction by Lebbeus Woods. 24 pp. 20 illustrations. \$8 paper.

Please send me

Kindly add \$2 for postage and handling for one publication; \$3 for two; \$4 for three. Also, please make checks payable to STOREFRONT.

Name _____
Address _____

OPERATION DESERT CLOUD

by
PEARSON POST INDUSTRIES



March 26 - April 20, 1991
Opening Reception: March 26, 6-8pm
Gallery Hours: Tuesday - Saturday 12-6pm

STOREFRONT
for Art & Architecture

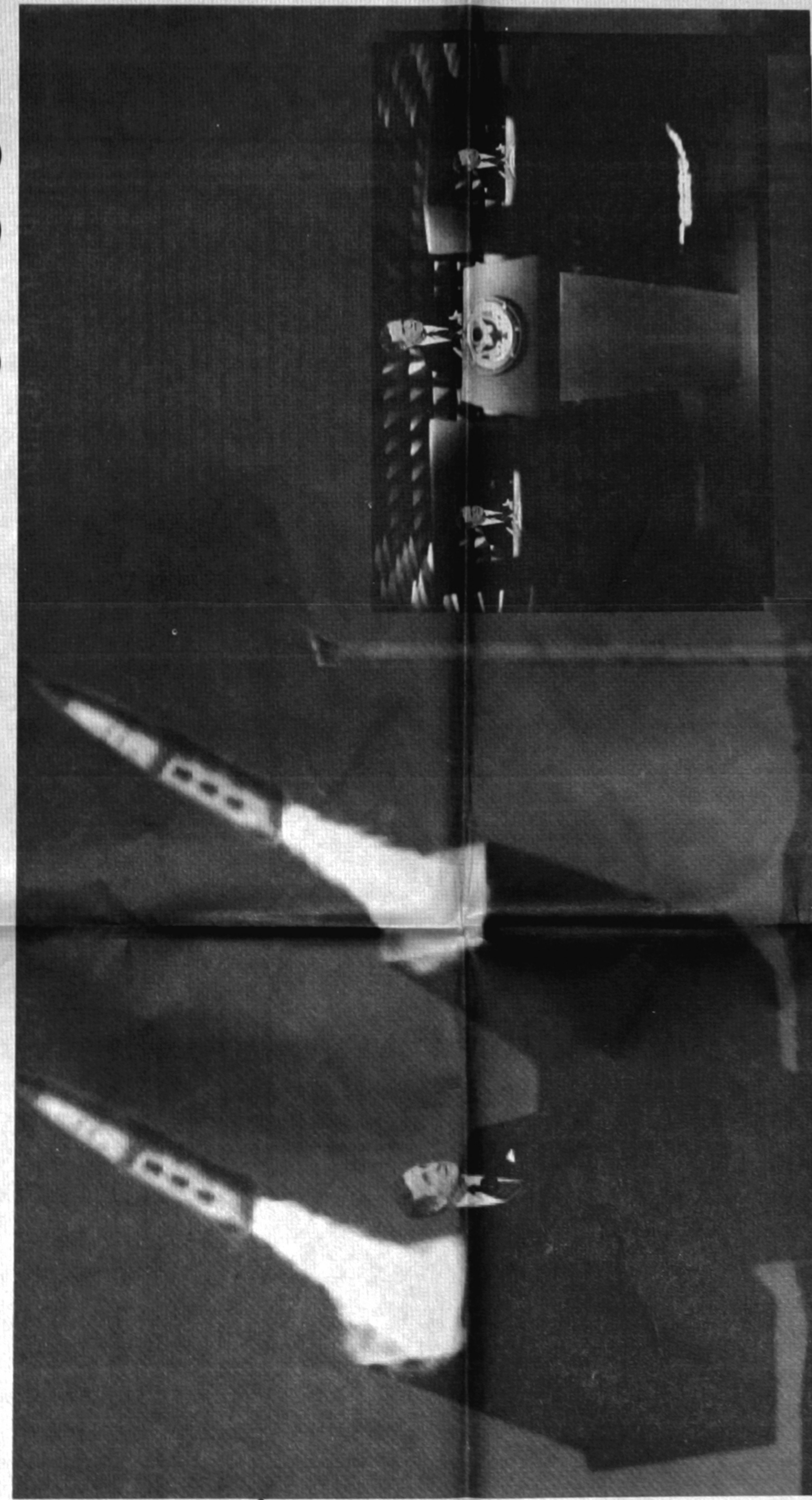
97 Kenmare Street New York, NY 10012 212-431-5795

BULK RATE
U.S. POSTAGE
PAID
Permit No. 416
New York, NY

Address correction requested

PEARSON POST INDUSTRIES
presents

OPERATION DESERT CLOUD



March 26-April 20
1991

STOREFRONT FOR ART AND ARCHITECTURE presents
OPERATION DESERT CLOUD, an exhibition/installation by PEARSON POST INDUSTRIES. America's leader in defense entertainment technologies. Based in Providence, Rhode Island and spearheaded by Joshua Pearson and Gardner Post, PEARSON POST INDUSTRIES is determined to meet the American right to quality leisure time, and that means quality entertainment. To meet this national need, PEARSON POST INDUSTRIES is pioneering new forms of high-impact, multi-media entertainment products that pay homage to America's leadership in defense technologies and military industries. They offer diversity: from theater-based live performances to gallery-based fine art and design exhibitions. These defense entertainment products are packed with valuable information about history, politics and culture, as well as the biggest collection of exciting images of modern war machines ever presented in one package. And they can be deployed in a wide range of conditions ranging from unmanned, automated gallery and museum exhibitions, to fully-manned, high-decibel live theatrical performances, to multi-media informational lectures and multi-media public relations personnel.

At STOREFRONT, PEARSON POST INDUSTRIES will mobilize **OPERATION DESERT CLOUD**, a special deployment of an unmanned automated gallery and multi-media low-definition broadcast-quality music video installation that pays special tribute to the recent war in the Persian Gulf. The main components of **OPERATION DESERT CLOUD** are the Experimental Prototype Gallery of Tomorrow (E.P.G.O.T.), the Tele-Podium Launchers 2 (PTL-2), the Gulfbag TM, the Mobile Multiple-Monitor Audio/Video Broadcasting Systems (MMABS) and the Emergency Broadcasting Network (EBN).

More specifically, the main component of the E.P.G.O.T. is a fully enclosed anechoic test chamber that is covered with almost a thousand specially designed cones made of electro-magnetic emission absorbing materials to

(continued on the next page)

STOREFRONT for Art and Architecture is a not-for-profit organization supported by the New York State Council on the Arts, National Endowment for the Arts, foundations, corporations and individuals.

Gallery Hours
Tuesday-Saturday, 12-6 pm

OPENING RECEPTION

March 26, 6-8 pm

STOREFRONT
for Art & Architecture

97 Kenmare Street (near Lafayette) New York, NY 10012 212-431-5795

(from the cover page)

to create a controlled environment that will introduce, test and demonstrate new ideas and new technologies from America's leading defense industries. The test chamber also contains PEARSON POST INDUSTRIES's TPL-2, television equipped podium-based ballistic missile launcher, the world's only podium based, automated, armed entertainment system. Built around a replica of the presidential podium, the TPL-2 is outfitted with two side-mounted video monitor/launch tube (VIMLET) containers, each containing one 20-inch color television monitor and four 6-inch diameter missile launch tubes. The TPL-2 is thus capable of broadcasting EBN/PSMVs (the Emergency Broadcasting Network Public Service Music Videos), and launching up to eight randomly-tracked unguided missiles by rotating the VIMLET into launch or broadcasting positions.

Another defense entertainment invention of PEARSON POST INDUSTRIES is the GULFBAG TM, shoulder-mounted recreational missile launch system. The GULFBAG TM is optically sighted through a bag-mounted swivelling blast plate/viewfinder, and is capable of launching randomly-tracked missiles safely from outdoor or indoor positions, thus increasing its operational flexibility as a quick-response, firepower display-based audience response enhancement device.



Other components of the OPERATION DESERT CLOUD will be EBN (Emergency Broadcast Network), which opened its first program on January 14th 1991 in conjunction with the beginning of the war in Persian Gulf. Some of the main programs of EBN are Smart Weapons Works Perfectly, The Weapons of Desert Storm, and continuing news/image coverage of the Gulf War.

Other programs of EBN are presentation of the various MMABS produced and operated by PEARSON POST INDUSTRIES. The first is Hardened Mobile Launcher (HML), airwave surveillance and broadcast reprocessing equipment that was deployed on top of a modified multi-axel Chevrolet Caprice Classic stationwagon, capable of intercept, descramble and remix conventional network programs. Another vehicle-based MMABS system was the EBN Capitol-mobile, a mobile capital replica mounted on a Ford F-150 pickup truck, equipped with nine color television monitors linked by two manually-operated amplified video switchers fed from 4 VHS video cassette recorders. The EBN Capitol-mobile was deployed in July of 1990, engaging in 5 sorties into Boston, Massachusetts for a total of 22 hours of mobile broadcasting time, exposing over 4,000 civilians to massive doses of cathode ray-based defense entertainment. The latest production of MMABS by PEARSON POST INDUSTRIES is the PATRIOT JUNIOR, a half scale replica of Patriot missile. MMABS/PATRIOT JUNIOR, is also a vehicle-based system capable of mobile broadcasting defense entertainment, and will also be deployed in the exhibition space of STOREFRONT.

A special feature program of EBN will be the presentation of the Nuclear Heritage Park, a proposal that PEARSON POST INDUSTRIES made for Project Atlas, an international competition/forum that was presented by STOREFRONT in the fall of 1990. The Nuclear Heritage Park, the world's first post-disarmament weapon technology family entertainment theme park, is proposed as the most elaborate tribute to modern technology ever constructed and is to be built on a remote abandoned Atlas missile base near Plattsburgh, New York. "What was once a technology of death and destruction will be converted into a hands on educational and historical look at the political and cultural dynamics of the nuclear age and its heritage, as well as just plain old fun for the whole family."

Together they represent the cutting edge of state-of-the-art, high performance defense entertainment technologies currently under development by PEARSON POST INDUSTRIES. So if you're wondering how to exercise your right to the freedom to choose high quality entertainment to enrich your free time, come and see OPERATION DESERT CLOUD.

EBN has been produced in collaboration with Brian Kane of General Design, a Los Angeles based entertainment technology design group. Nuclear Heritage Park was a joint venture with NRC, the Nuclear Recycling Consultants and its director Jay Critchley.

EBN

Move towards missiles

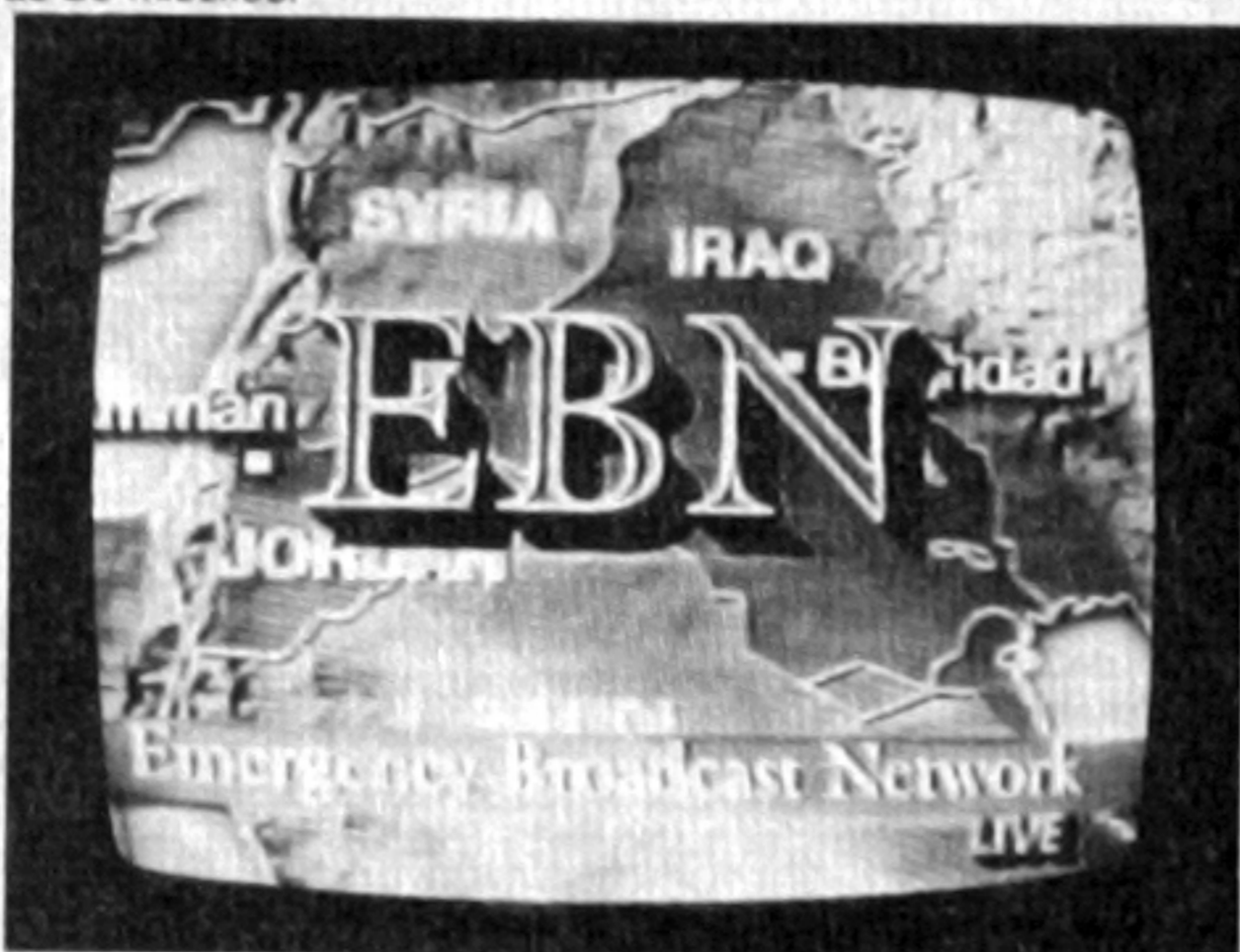
"There's a move toward the missile today. We get these exotic wonderful weapons that look awfully good, something smart, maybe something that could fly out there, see the target, tell you about it, uh, ask you is that the one you want to hit, and you could say kill. You're something that it wants to kill. That is truly scary. Hunted by a machine that's patient and can wait. It tells one of its little warheads to blow it up. Go for the ultimate weapon. It's wonderful to be able to experience this, this modern battlefield is very lethal, it's, uh, it's an exciting thing to be out here. I feel euphoric. If you're going to use military force, use a lot of it quickly; that is the way you use it."



"We only know what we know, and that's very little."

"It's been on again, off again, and then on again, now off again."

"Three more missiles, six missiles, ten missiles, as many as 20 missiles."



The Weapons of Desert Shield

"A T.V. camera or laser spot tracker either manually or automatically allows TADS information and adverse weather flight capability in the event of PMVS failure including the integrated helmet and display sight system. Considerable PMVS failure including the integrated helmet and display sight system. Considerable PMVS penetrators through the slaving of weapons and sensors is fed information either manually or automatically and the weapon operator is aided by a state-of-the-art protection structure or from a ground source. One is being upgraded with full night capability, especially with optional electro-optical infra-red sensors, and head-up display, and is totally devastating against armor. The massive penetrators depleted with uranium offer especially state-of-the-art PMVS protection and redundancy with 200 rounds of 30 millimeter ammunition; in short, the external location of the missile tubes permits rapid replacement after a mission or considerable armor protection, allowing the weapon operator to acquire and track information to a cockpit display for the rapid acquisition of targets and redundancy. With a mix of defense suppression missiles the FB-111A including the KC-135 and AG M86 medium-range supersonic air-launched subsonic B-52 G-H variants automatically monitors and neutralizes the impressive ALO-161. For truly global capability, the B-1B soft skinned vehicle and the Beluga cluster bomb or HOTAS linked thermonuclear turbofan powerplant tac belly-pack automatic all-weather day and night, terrain following, internal and external modified digital MACH-3 Lockheed SR-71 medium-range bomber, with a mix of the subsonic Lockheed U-2 series and the incredible viewing system for low-level electronic countermeasures are the inertial navigation system at high speed and low height, in short, the offense system automatically at any chosen height on internal fuel and the highly capable doppler navigation air-launched large attack radar electronic counter measures has other sophisticated avionics including the Aardvark and the new rear flight and attack very obvious flight and refueling tanker KC-135 AGM-86 FB-111 A SR-71, 5000 ALO161 SRAM AS-30L BAP-100 soft skinned anti-runway bomb and trailing edge elevons controlling an inherently automatic design and has other sophisticated flight and attack warloads."

"Cut, cut that country in two, cut, cut that very fast, cut that very, very hard; it's going to be violent, very very violent, very very fast, very very hard. Cut, cut that fast; can't go in half-stepping."

"War is conflict with blunt instruments. War is just easy. War is just misinformation. There is always misinformation in initial reports."

"Hudan Hussein is like a sore tooth; ya know, it's got to come out, and, even though it's painful, it's got to come out, ya know."

Smart Weapons Work Perfectly

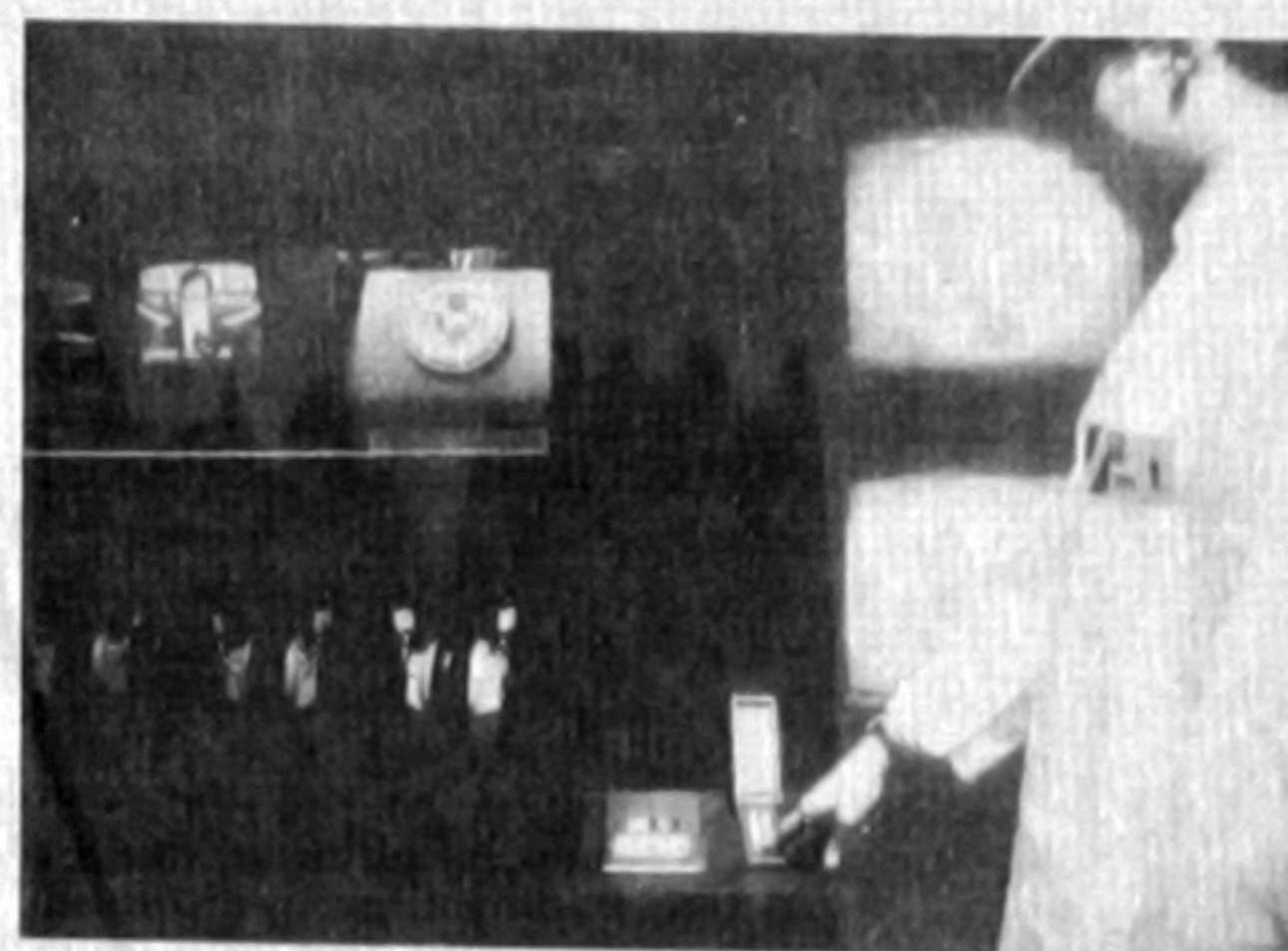
"Smart weapons work perfectly and always save the day. The ideas is to let smart weapons do the job, and do it more effi ciently, decreasing the risk. Soldiers and pilots don't have to get right on top of their targets to destroy them. Not surprisingly, the development of smart weapons has revolutionized military strategy. A tank like this is easy prey. Once the target has been identified the weapon goes in for the kill adjusting its course as needed."

A smart weapon is smart because it has an electronic sensor that looks for a target, and a computer brain that identifies it. The U.S. has more than fifty varieties of robotic bombs, missiles and torpedoes. Robotic weaponry is designed to replace human brains with electronic ones.

E.P.G.O.T.

Hello. I am Joshua Pearson, the public relations officer for Pearson Post Industries, the world's leader in defense entertainment technologies. I would like to welcome you to E.P.G.O.T., experimental prototype gallery of tomorrow.

E.P.G.O.T. is a gallery that will never be complete, but will always be introducing, testing and demonstrating new ideas and new technologies that are now emerging from the cream and centers of American technologies. The main component of E.P.G.O.T. is the fully enclosed anatomic test chamber. The walls of the chambers are covered with almost a thousand specially designed cones made of electromagnetic emission absorbing materials to create a controlled environment in which to test powerful new electronic systems. The chamber components were



produced at one of Pearson Post Industries many manufacturing facilities, where speed of production takes second place to safety but efficiency is always a top priority, because Pearson Post Industries knows quality production can only be attained by its highly skilled team of technical experts, scientists and engineers whose efforts are overseen by management that cares about people.

M.T.V. and M.I.R.V.

WHAT DOES MUSIC TELEVISION HAVE IN COMMON WITH MULTIPLE INDEPENDENTLY-TARGETABLE REENTRY VEHICLES?

PEARSON POST INDUSTRIES WANTS YOU TO KNOW.

MTV is something you watch to relax. MIRV is something you use to load five thermonuclear warheads into one missile and deliver them to within 100 yards of five separate targets. They're both dangerous. They're both supported by multi-billion dollar industries that incorporate state-of-the-art technology to create spectacular products which are used to dominate and pacify large populations.

And they're both paid for by the American people. Those dollars are supporting Hollywood's secret war, a war that is happening right in front of people's faces every day on movie and television screens throughout the nation. Consider these facts:

-In the past ten years, the entertainment industry has consumed more rounds of ammunition than all the ammunition used during both World Wars.

-During the same period, the entertainment industry has exploded the equivalent of two hundred kilotons of TNT, or twenty times the power of the bomb that destroyed Hiroshima.

-Man of the components used in film, television and home entertainment products are the very same components used in some of the deadliest modern weapons systems.

PEARSON POST INDUSTRIES introduces a new form of entertainment that combines the best of both worlds.

We're not trying to turn people into TV zombies. Nor are we trying to incinerate them. We're offering entertainment that combines the visual power of military technology with the explosive impact of live performance and the content of historical documentation. And we offer diversity, from theater-based live performances to low-definition broadcast-quality music videos, to gallery-based fine art and design exhibitions. All at a price that beats our competitors by billions of dollars.

PEARSON POST INDUSTRIES

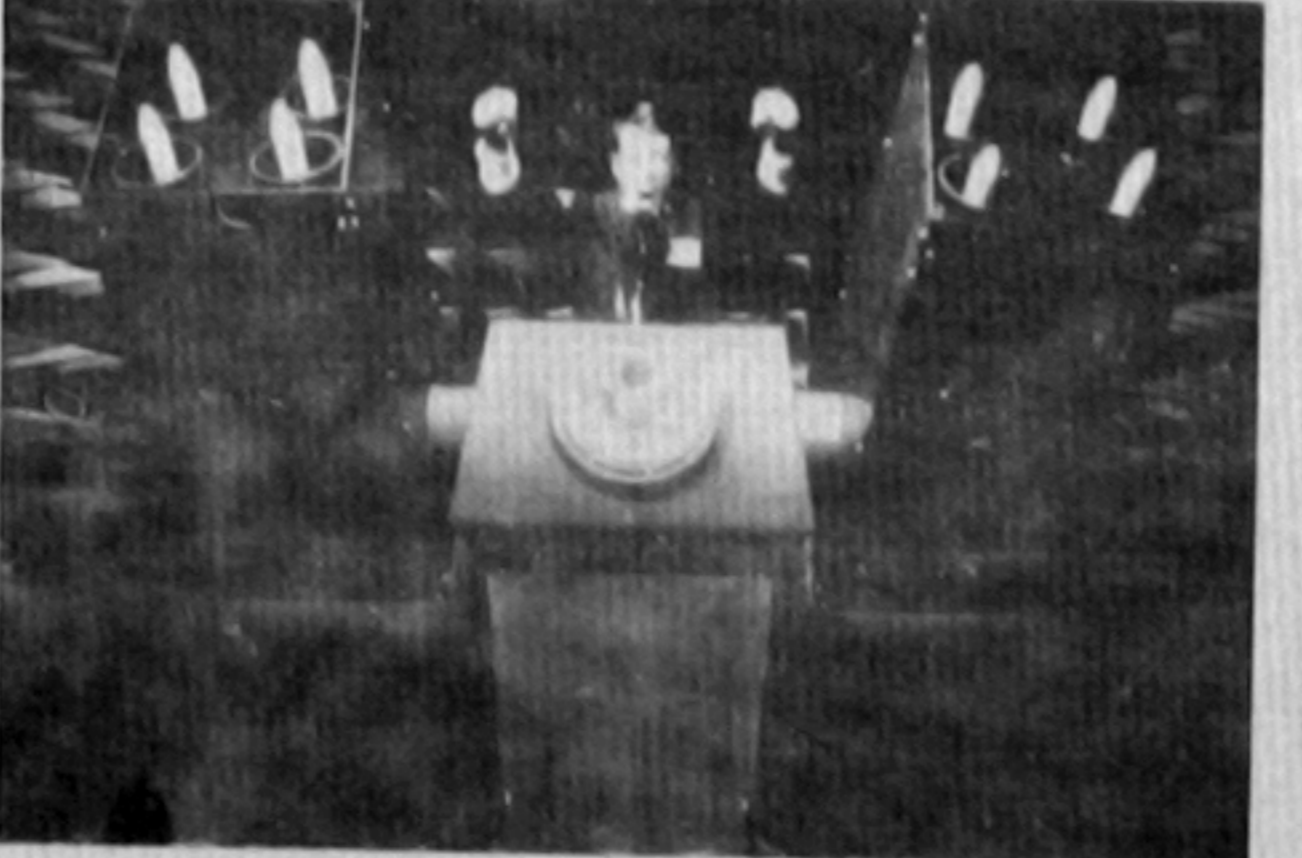
STRONG ENTERTAINMENT FOR A STRONG COUNTRY

PTL-2

The test chamber of E.P.G.O.T. contains the heart of Pearson Post Industries' defense entertainment system, The TPL-2 (Tele-Podium Launcher), a television equipped podium based ballistic missile launcher. The TPL-2 is being used in a series of tests to determine effectiveness of automated and manually operated entertainment systems.



Built around a replica of the presidential podium, the TPL-2 is outfitted with two side-mounted video monitor/launch tube (VIMLET) containers, each containing one 20-inch color television monitor and four 6 inch diameter launch tubes. The TPL-2 is thus capable of broadcasting the EBN PSMVs and launching up to eight randomly-tracked unguided missiles. This is accomplished by rotating the VIMLET containers into launch position using a powerful chain & gear system driven by a SEAR's 1/2 horsepower electric garage door opener. At the push of button, the TPL-2 will rotate its side mounted video monitor/launch tube containers from a



broadcasting position to a launch position and back, and is designed to interface with a human speaker whose performance can be monitored constantly.

Two working prototypes have been built; the first, TPL-1, was destroyed in a fire in December of 1989. The second has been performing well in numerous engagements recently, and will be deployed inside the E.P.G.O.T. at STOREFRONT.

NUCLEAR HERITAGE PARK

I am not talking about Disney Land or world's fairs. I am talking about Nuclear Heritage Park, the world's first post-disarmament weapon technology family entertainment theme park. Hello. I am Joshua Pearson of Pearson Post Industries, America's leading defense entertainment contractor. Pearson Post Industries is proud to announce our joint venture with NRC, the Nuclear Recycling Consultants, to initiate one of the world's greatest engineering projects of the 21st century, Nuclear Heritage Park.

Spirits were high as the ground was broken for this massive undertaking, and the staff and the crew celebrated the beginning of the most elaborate tribute to modern technology ever constructed. What was only a cartoon fantasy of our faith in human progress through science became a reality as construction crews began work on a remote abandoned missile base near Plattsburgh, New York. Beginning the task of transforming it into a wonderland of fully functional replicas of some of man's most powerful technology which will serve as educational and exciting exhibitions, rides and amusements. What was once a technology of death and destruction will be converted, in the words of Jay Critchley, the director of the NRC, into "a hands on educational and historical look at the political and cultural dynamics of the nuclear age and its heritage, as well as just plain old fun for the whole family."

When it's finally complete, Nuclear Heritage Park will offer all the vacation enjoyment of a luxury resort with shops and restaurants, and affordable accommodations that offer all the comforts of home. The fun starts at fascinating exhibitions like this one, which features a colorful display of exotic weapon systems collected from around the globe and beautifully restored to their original conditions, accompanied by informative visual aids and interactive displays. Located at the edge of beautiful Lake Champlain near the Adirondack mountains, Nuclear Heritage Park will offer visitors plenty of sunny weather to enjoy while strolling about the 40 square mile grounds. But when relaxation begins to turn into boredom, it's time to step up the action and get in line for one of our exciting rides.

Hold on to your hats as the thundering engines of the tube launchers propel you up and away for a spectacular splash down in Lake Champlain, or punch up through the ground in an MX erector. But if you want a ride that is really out of this world, climb aboard for a trip into the stratosphere aboard the famous Minuteman. Remember its only a short trip between rides whether you take a trolley or a scenic boat ride through the canals. But we can drop you off just about anywhere.

"The Atomic bomb, we have used it. Its awesome responsibility that has come to us. We thank go it has come to us"

"There's new ground to be broken and new actions to be taken. But this is a time when the future seems a door you can walk right through into a room called tomorrow."

Lining the park are the beautifully restored Atlas missile silos, which once served as the backbone of America's deterrence force. Demonstration flights occur every hour on the hour, and include not just the Atlas but the Nike Sprint anti-ballistic missile interceptors, and of course the big daddy of them all, the MX Peacekeeper missile, which packs a multiple warhead punch, providing the biggest bang for the buck. Just look at it go. Another successful launch and the crowds love it.

And if it's night life you are after, come to the War Room, a full size replica of the war room at the Pentagon, and watch as our technicians struggle to maintain control of technology gone haywire. Its better than any laser high show at a rock concert because you know the action is for real. You will be dazzled as scenario after scenario is played out on a giant screen, and the excitement builds to a frenzied climax that will take your breath away.

And if you still want more, the next step is the nuclear powered rocket sled. Feel the blood rush to the back of your brain as you are propelled down the track at 700 mph, but always in complete safety. More G-Force excitement is in store at any one of the numerous ejection seat rides, all levels for beginners to advanced are there for the whole family to enjoy. But if you've had one too many G's, and you need an escape from reality, climbing aboard any one of our many simulators, where you can test your skills, exercise your eye-hand coordination and improve your reflexes. Using state of the art artificial reality computer imagings, our simulators enable you to experience the thrills of high tech warfare in a highly realistic but completely safe environment.

If all this seems a little strange, that's because it's supposed to be. We feel that Nuclear Heritage Park will be able to serve the public as no other family entertainment theme park can do by capturing the unique flavor of our overwhelmingly complex and sometimes frightening but always exciting modern civilization. At Nuclear Heritage Park, ordinary citizens are no longer pawns in the deadly global power game but active participants, learning, exploring, understanding and using technology to make new discoveries about their world and about themselves.

Well you've seen what we have to offer. If you are ready for an action packed vacation, look no further. Pack you bags and come on down to the beautiful Nuclear Heritage Park in Plattsburgh, New York.

DO YOU THINK YOU ARE READY?

